

# THE EXTRA POINT

BY JERRY ROBERTS



## # 572 Go For the Win

The topic is winning. In the still early days of COVID-19, how do we find a win? I'm Jerry Roberts and today, we're going to answer that question, next on The Extra Point.

We're a results-oriented society. We know we've succeeded because we've achieved a goal or hit a certain number. We finished ahead of somebody else. We got a ribbon, a trophy, a pay raise, saw an investment skyrocket.

When we won, we knew it. We didn't have to guess. Winning was black and white, it was simple, you barged your way into the end zone and there was no question — you had scored. But that was the nature of winning, BC, or should I say BCV...before COVID? Today, things aren't as clear. Winning isn't as clear. Or maybe, our vision of winning is no longer clear.

We entered this year with annual goals, both for our employer and for ourselves. That whole line of thinking has been off our radar for only three months, and frankly, it's already tough to remember exactly what it was we said we wanted to get done in 2020. We absolutely knew what winning was, and would mean. No more. So maybe time to redefine winning.

You've likely heard someone say, "It's not the destination that counts, it's the journey." Let's use that model for selling something. It's not the sales that counts, it's making the 20 calls to find one prospect who's ready to buy. The sale was the end result but the win was the salesperson having the guts and determination to make those calls. If you're going to extend praise, do it for sticking with the process.

If your company is back to work and you've got employees coming in, that's a win. Many companies are reporting that a number of their workers haven't returned. Every time a customer chooses you, that's a win. Now, before you

dismiss this as a bunch of silly philosophical blabber, start thinking about what your workers are thinking about.

Yes, they're happy to have a job and income. They're waiting on their stimulus money. They want to see family and friends. They've been beaten up by this virus mess and are knee-deep in conflicting information every day, plus the politics of COVID-19 — likely don't know what to believe any more, and would love to wake up and find out it was all a horrible dream. Do you think they can use a win? Show them how to reimagine what winning is.

It's going to be different for everyone in every situation. Managers should get workers into a group — or as big a group as you can with distancing considerations, and talk this over. If you can't do that, then do a Zoom meeting.

What you're looking for is to put together the building blocks of winning, and that is almost certainly going to be made up of consistent effort and incremental progress. Once you've got things figured out, make sure you strive for that consistency, and celebrate the progress, the little wins. If you can add enough of those together, who knows what you can achieve?

In baseball terms, someone suggested our battle with the virus is just in the second inning. We've got a long ways to go. It's going to take time to rebuild Guam's economy, and we're all going to have good days and other days. It's important to begin piling up those small wins. Help people do that. Start today.

That's The Extra Point. Stay home and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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